air Neta, with class 10c value Sc., at 3 for ... 10c value Sc., at 3 for ... 10c let Hair Neta, tied end, 30 at value Sc. each 21c letter and the superior letter with the

O. 32 Years Leaders Of Fashion 1 500 1

Engraving 50 Engraved Cards and New Plate

A Few Tailored Suit Hatsand Exclusive Untrimmed Shapes

HAT FASHIONS which we are justly proud of, because they are the acme of "correctness" for this season's wear, and simply reflect the class of merchandise to be found throughout this great

Old English, 15 letters or less Three different styles

Silver Filigree and plain bands. Good 75c

This Becoming Dutch Bonnet-

handsome piece-velvet \$5.98

Straw Millinery Braids-

Straw, Ramie, Chip Mil-

linery Braid, retailing at

less than importer's

prices. Not only that,

but we show you just

how those braids sew

up. See our offering of

1,000 Men's Spring Suits at \$12

\$15, \$18. \$20 and Some \$25 Suits—Made for This Season's Selling at Those Prices and Well Worth the Money In Every Instance

HERE IS A SIMPSON CRAWFORD COMPANY SALE that demands your immediate attention, not alone because the price is \$12.75, but because we are offering you Suits that the wholesaler (one of the best in the United States) intended should be retailed at \$18, \$20, \$22.50 and at \$25.

And at Those Prices They Would Be Fine Va'ues. Imagine How Attractive They Are Then at \$12.75

We are particularly eager to have you come to this sale to-morrow. We want to surprise you; yes, surprise you a great deal more than you can imagine.

The business man who wants a good suit for every day, or better wear, can find exactly what he wants in this sale. We open the season with this big and unexpected purchase from a leading manufacturer, and we want you to share in the opportunity.

The Models Are Those To Be Worn Later By The Best Dressers in New York, and The Fabrics The Most Liked

You choose your new Spring Suit from fine all wool worsteds in the very newest pencil stripes, in black and white and blue and white; also silk effects. Handsome cassimeres and tweeds as well as fancy cheviots. In all the latest and eleverest Spring effects. Hand-made, lined with mohair, serge

or alpaca. In every size from \$3 to 46 chest. Your choice of any Suit in this fine lot

500 Pairs New Trousers

Fine looking striped worsteds, sizes 30 to 50 waist. Made to \$2.95 sell at \$5.00

Crofut & Knapp Hats

First showing of the new Spring blocks of this celebrated make



Made from an imported Yedda The Valkjoic—A very becoming continental shape. 5.98 braid, trimmed with \$8.50

Ribbons for Millinery Purposes a splendid assortment of good grades at low prices for your inspection. Black and white stripe ribbers so much in vogue to-day: 19c

Millinery Organization.

Dresden Ribbon-most desira ble children's hats 19c

Spring Suits



hats at popular prices in New York City:

Misses' Suits,

Straw Braids, at 39c N. B .- Our Expert Ribbon Bow Makers are awaiting your orders, and will make up ribbons purchased here into any wanted style of hat trimming without charge.

"The Madeline" — extremely smart for tailored suit, full velvet facing and French \$8.95 wings; at......

SON CRAWFORD CO., SIXTH AVENUE'S FINEST STORE

Imported Lace Neckwear 5,000 Pieces of Exquisite Designs at Less Than Importer's Original Cost Ler Main Floor.



An Importer's Large Surplus Including 25c | Real Princess Lace Chemisettes, Rich Baby Irish Yokes, Beautiful Lace Neck Pieces. | Real Princess Lace Yokes, Beautiful Lace Etons, Danty Venise Dutch Collars, every Dutc

SIMPSON CRAWFORD CO.=

To-Morrow-Just One Thousand to \$3 Fancy Combs

Beautiful Hand Carved and Highly Polished

Handsome Designs 50c Bardeaux, Combs and

Barrettes. ONE of the finest lots of high class combs we ever sawcertainly the greatest ever purchased under price and offered retail at such a sensationally low price. Werexpect one of the largest and most enthusiastic shopping

crowds that was ever seen in our always-busy Jewelry Shell or Amber Color—Back combs, handcaus and bareties, representing the highest class handlarers of skilled carvers. All made and finished in the very test manner. Made to sell at \$2 to \$3.

finished in the very best manner. Made to sell at \$2.10 co. 50 c. Special while the lot lasts, each.

The New Coral Noveities—Larrings, brooches, searf pins, hat pins, sash pins, chains, long and short. All that's new, clever and dressy. Mostly 14-kt gold filled. Choose at the very 50 c. special price of.

Fancy Novelty Long Chains, for that new tail r-made suit. The most popular jewelry novelty of the season. Set in amethyst, sapphire and topaz. Each guaranteed 1-20 solid gold and wil wear a life time. Regularly 85.00. Just enough for one day's sell-\$1.95 ing, st.

Women's Spring Coats

SIMPSON CRAWFORD CO



THERE are some radical departures in these new Spring models. The new lines are long, graceful and flowing; just a little more pronounced than the Winter styles, enough to give smart, dashing effects to the figure. zer Third Floor.

As a Special Introductory Offer we arranged with one of the best Fifth Avenue coat makers for just fifty coats, made in the very newest effect, to be sold

Special at

The regular price of this coat will be, later in the season, \$16.50 to \$18.75.

Made of French Serge, in black, navy or Made of French Serge, in black, navy or tan, 54 inches long, semi-fitting model with novelty collar, cleverly trimmed with facing of satin and buttons. Also full-length coats of English mixtures and shepherd checks, effectively trimmed, and excellent Covert Coats Julinei with guaranteel satin. An exceptional opportunity to obtain a coat for travelling, street and general wear at wonderful \$12.75 and savings All size, from 52 to 44. Special value... 12.75

Our Showing of Coats for Spring and early Summer includes all the or Showing of Coats for Spring and Carly material. Prices \$75

SIMPSON CRAWFORD CO.

Now is the very best time to select your new suit for Spring and Faster wear—the selection of styles could not be more attractive and the prices on this occasion are an important inducement.

Misses' New Spring Tailor-Made Suits The Most Important Offering of the Season

Misses' Suits, 25.00 Values

SPECIAL new models have been made up expressly for this occasion—it is planned with a definite purpose; to give a forceful demonstration of the Simpson Crawford method of selling the smartest styles; made up in the very best manner, at the lowest prices consistent with a quality standard worthy of your patronage. Special advance arrangements with the best makers and designers in New York have borne fruit in the most distinctive display of the roughly explusive and facilities are to be found in the city. theroughly exclusive suit fashions now to be found in the city. Misses' New Misses' New



Strongly built Trunks, covered with canvas; heavy slats, rein-ferced corners, clamps and bolts; bottoms are sheet-from, handles are stoutly stitched; bryss locks;

sizes 32, 31 and 36 \$5.50

ered with oil-painted canvas, fibre bound; brass trimmed; three centre

bands all around body of trunk; cloth lined throughout, with two

trays (top tray with hat compart-ment); hardwood slats; has two

sole leather straps; sheet steel bottom.
Sizes... 32 34

Women's Basswood Trunks.

This Big, Strong Trunk, \$5.50

Four 50c Inverted

Gas Lamps for \$1.00

4,000 For To-morrow's Selling 28c

Fitted with guaranteed, scientific regulating burner, blown glass open bottom globes, frosted all over or half frosted. High candle power mantle with each lamp. Limit four lamps to

each customer. The sale price is about the usual wholesale cost. No Mail, Phone 28c or C. O. D. orders.

6c Each for 10c Inverted

On special sale while this lot of 5,000 Mantles lasts.

Misses' New Spring Suits

revery Landsomed also with the latest element of the same of the s

New Junior Spring Suits Youthful, dressy Suits of rough mixtures and serge made in a jaunty 2-button, single-breasted style, trimmed with touches of satin \$19.75

Spring Suits

Misses' \$22.50 English Top Coats New 42-lacti model, suitable for wear over light dresses. The materials 11-16 years, also adapted to small \$12.75 and \$14.75

Junior Spring Coats, \$14.75 Showing of a new and complete line of junior full-length coats of all the season's desirable materials.

Girls' Spring Coats, \$5.00 All-wool paca cloth or serge, 1/4 length Coats Smart plain tailored styles or trimmed with braid and betters. Sizes 5 to 14 years

Girls' 3-Piece "Shoe Top" Suits

Misses' New Spring Foulard Dresses Duinty afternoon Gowns of all silk foulard, made in many new and distinctive styles, with all the latest sleeve and skirt effects. \$14.75

SIMPSON CRAWFORD CO. STATH AVENUE'S FINEST STORE=

\$10.00

5,000 More of Those 12-Inch Grand Opera Records

Made to Sell at \$1.00, \$1.25 and \$1.50

The Records are all new and perfect, and the titles and artists comprise the best music of the best known Grand Opera artists famous bands and 29c and the world's most

Can Be Played on the Victor, Columbia or Any Other Disc Talking Machine

No Mail Orders. No Telephone Orders. You must come and pick out the goods yourself.

Talking Machines Extraordinary Offer \$1.00 Weekly

The Victor Victrola No. 16 *200.00



Three New Styles of Victrolas New This Season No. 10, No. 11, No. 14, 475 100 150 All Machines

29c

For \$1.00, \$1.25

and \$1.59 Grand Opera Records

Victor or Columbia Talking Machine, 181.00 Down with Twelve Popular Records, at . . .

Special Terms

\$10 Monthly



from \$10 to \$200

Chocolates Boiled Ham 000 pounds of our regular 000 grade of chocolates gasoried proom and aut fillings: 290 special like on Mits and Slate Special Tables on Mits and Slate street, delicious sugar 5 de a la finestal ... 28c Layer Cakes Royal Dinner Coffie

Grape Fruit The side of the 250 Table Butter cadow Brook Brand, merner gro-charge you the, for equal qual Our special price, 1-th, New Laid Eggs

Every egg suarmitted not delivered. Special dosen. 220

70c Teas. Pound, 59c

Simpson Crawford Co., Sixih Avenue, 19th to 20th Street, New York City-

Sale of Beautiful Chiffon Veils and Evening Scarfs With Handsome Satin Striped Border - made

to sell at \$550 When you see these exquisite sear's

been offered in many months. You will surely want several of them. &# Main Floor.

Light Blue Rose
Pink White
Lavender Champsgne Brown
Gray Black

Latraordinary value

55c

Pine Chiffon Cioth, 21/2 yards long, with handso all around: bemstitched.

SIMPSON CRAWFORD CO.=

New Gloves for Women GLOVES that are the smart thing for wear with the tail-

dependable qualities and faultless fit. Such gloves are not always to be bought at these low prices. AT Main Floor. Elbow Length Glace Gloves, white with black embroidered backs, ow Length Glace Gloves, white with heal kid gloves: \$2.50

Women's White Glace Gloves 6-Button Length,
Biarritz,
State sewn; pair...
\$1.00

Elbow Length Silk Gloves, 23 inches long, mousquelaire style, double tipped fingers; black, white and colors; \$1.00 regularly, 59c SIMPSON CRAWFORD CO.

\$4 Silk Umbrellas, \$1.95 They are all pure silk taffeta, or pure twill silk; also

some of the splendid silk and linen covers. Every one has silk case and tassel. Best paragon frame and steel rod. Handles for Women are imported mission woods, in these

loops or open, and many others. Handles for Men, natural wood mission woods in different designs and styles and other effects SIMPSON CRAWFORD CO.

Groceries -- Delicacies

THE THE ST. 4 TH. 81.000 - - SC Fresh Vegetables arge Head Letitics e.ch. ... fe Saw Patatoes, Green Brane, 100 Hed Tip Radistics, 2 bunches, to Sinced Red Beets, there, Young Burch, Carcuts, Burch, New Cyster Piaht.

Dessert Peaches Fresh Strumberries Fancy 27c

Fresh Raked Crackers -- Spice Jum N. Y. State Cheese—Fator 25c Royal Stuars Sugar Cured Hams Crystat, Holland or Old Tom Gin-Whole or half ham: 17C Price for modicinal pur-poses; bottle.